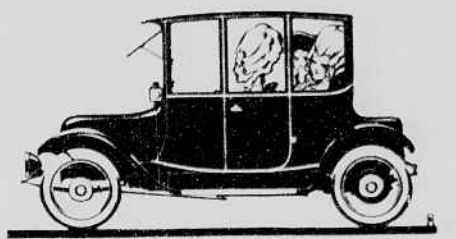
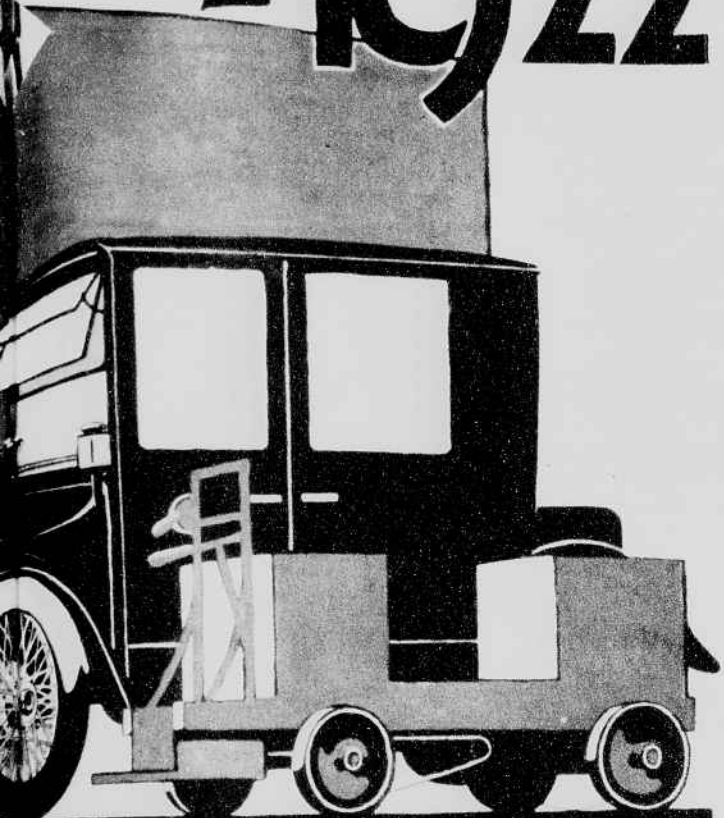


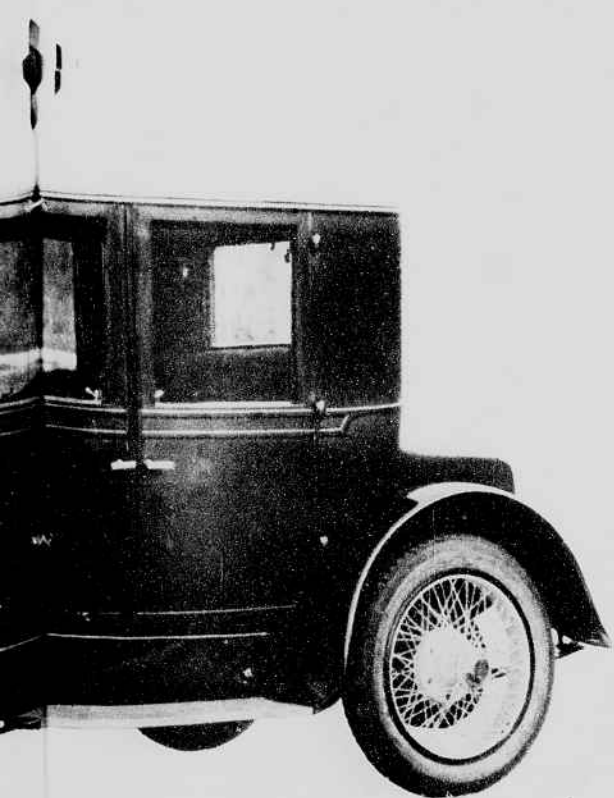
Automobile Page



TRIC ILE SHOW - 1922



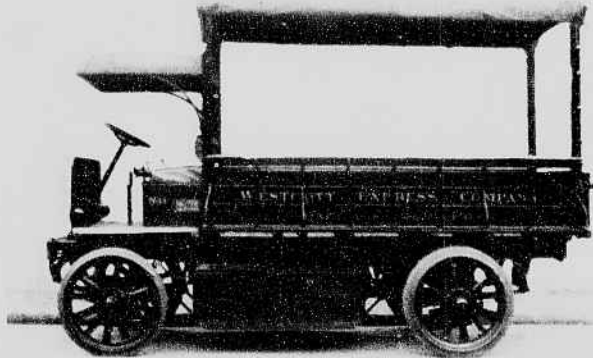
THE SHOWROOM OF
ORK EDISON
P A N Y
FIFTEENTH STREET
APRIL 10 TO 15
INDUSTRIAL TRUCKS/
BATTERIES
NO CHARGE FOR ADMISSION



See this new 5-passenger model at our showrooms.
Or, we will gladly demonstrate without any obligation on your part.

RAUCH & LANG, NEW YORK CORPORATION
17-19 Central Park West

Walter Electric Trucks "100% Traction"



The WALTER PATENTED DRIVE delivers positive traction to both drive wheels. This 100% TRACTION eliminates skidding and waste of current on wet city pavements and prevents stalling in snow or ice covered streets.

2—3½—5 and 7 Ton Models

Walter
Motor Truck Co.

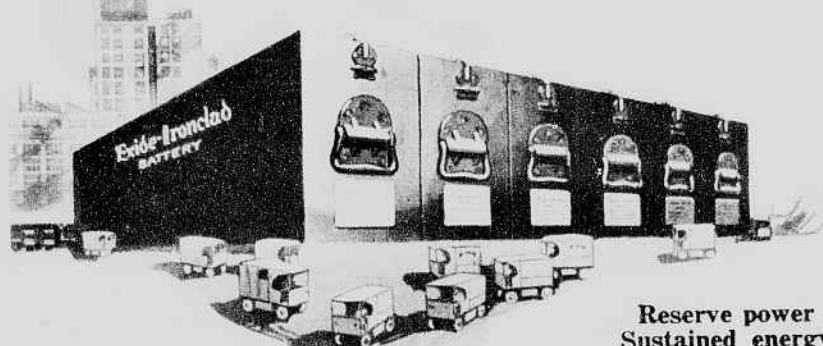
227 West 61st St.

Represented
by

New York City

Fink-Dumont-White
Inc.

405 Lexington Ave.



Reserve power
Sustained energy
Ruggedness
Low cost per ton

Exide
IRONCLAD
BATTERIES



One of the National Biscuit Co.'s Fleets
of Walker Electric Trucks

Some Representative New York Users of Walker Electric Trucks

| | |
|---------------------------------|-----------------------------------|
| American Can Co. | Lindenmeyer & Sons, Henry |
| American Hard Rubber Co. | Loose-Wiles Biscuit Co. |
| American Lithograph Co. | Lord & Taylor |
| American Railway Express Co. | Manhattan Storage & Warehouse Co. |
| American Sugar Refining Co. | Metropolitan Life Insurance Co. |
| Beech-Nut Packing Co. | Morrell & Co., John |
| Bloomingdale Bros. | National Biscuit Co. |
| Blue Valley Creamery Co. | National Sugar Refining Co. |
| Bush Terminal Co. | New York Edison Co., The |
| Brooklyn Edison Co. | New York Pie Baking Co. |
| Brooklyn Union Gas Co. | New York Transfer Co. |
| City of New York | Park & Tilford |
| Cudahy Packing Co. | Seeman Bros. |
| Cushman's Sons, Inc. | Smith & Co., Alfred H. |
| Drake Bros. Co. | (Djer-Kiss) |
| Domerich & Co., L. F. | Standard Varnish Works |
| Ferris & Co., F. A. | Stanley Co., John T. (soap) |
| Fleischman Co., The | Stern Bros. |
| Gimbel Bros. | Swift & Co. |
| Globe-Wernicke Co. | Tiederman & Sons, Inc., Theo. |
| Goodman & Son, A. (Spaghetti) | United Cigar Stores Co. |
| Gottfried Baking Co. | Vacuum Oil Co. |
| Gordon & Dilworth | Wagner Pastry Co. |
| Hecker-Jones-Jewell Milling Co. | Wall Rope Works |
| Horton Ice Cream Co., J. M. | Ward Baking Co. |
| Kirkman & Son | Warner Sugar Refining Co. |
| Lee Bros., Inc. | Westcott Express Co. |
| Library Bureau | Williams Printing Co. |

Ward Electrics Save 20% to 35%

Business executives who will get back into the delivery problem and take a good, square look at the facts, can save 20% to 35% of their vehicle operating costs on city routes.

If you're using 5, 25 or 100 horses and wagons or gas trucks in frequent-stop or short-haul service, a complete cost survey will show that it is cheaper to get rid of them at a sacrifice than to keep on using them.

Ward Electrics are the reason—they enable you to cut vehicle operating costs 20% to 35%—and sometimes 50%—on frequent-stop or short-haul routes.

The Chalmette Laundry, New Orleans, says that their 47 Ward Electrics have already saved them probably \$50,000 compared with their former horse and gas-truck equipment.

The Gooch Food Products Co., Lincoln, Neb., says: "Our experience shows electric costs are 1/3 the cost of gas trucks formerly in our service, which have all been replaced by Ward Electrics."

The Troy Laundry, Chester, Pa., says: "We have six gasoline trucks, four Ward Electrics and nine wagons, and the electrics cost only half the cost of a one-horse wagon, and are the cheapest and least trouble of any of our delivery equipment."

Current for Ward Electrics costs less than feed for horses doing equivalent work. Tires cost less than horse shoes for the same mileage.

Ward Electrics require only 1/2 to 1/3 the space of horses and wagons, enabling you to greatly decrease your stable investment and upkeep. Some users save stable expense entirely, storing and charging their Ward Electrics right at the loading platforms—no odor, no dirt, no fire risk.

Ward Electrics operate at controlled speeds, preventing excessive wear-and-tear, reckless driving and accidents to trucks and pedestrians.

Business men who consider excessive speed desirable will do well to look into the high costs of speed. For instance, tires and many vital parts of a gas truck cost nearly four times as much at 30 miles an hour as at 12. Can you afford that today?

Ward Electrics last more than 10 years—you can depreciate them at 7 1/2% to 10% a year. Horses and gas trucks average only 5 years' life in frequent-stop service. Light "gas trucks" are traded in every 2 or 3 years.

Ward Electric W. F. Model—a heavy duty size, in the Service of the Coca Cola Co., New York.



Ward Electrics have fewer moving parts, last longer, and cost less to operate and maintain than any other trucks. Ratings are conservative:

6 sizes—from 750 lbs. to 5 tons.

In the year 1921, when motor-truck production was off 60%, we shipped more Ward Electrics than ever before in our 18 years' experience.

75% of our business is repeat orders, including:

| | | |
|---------------------------------|-----|----------------|
| Shultz Bread Company, New York, | 84 | Ward Electrics |
| Ward Baking Co., New York, | 155 | " |
| Pilgrim Laundry, Brooklyn, | 31 | " |
| Mills Bakery, Detroit, | 84 | " |
| Campbell System, Kansas City, | 100 | " |
| Imperial Laundry, Newark, | 25 | " |
| Wright Cake Co., Brooklyn, | 13 | " |
| Hydrox Ice Cream Co., Chicago, | 15 | " |
| L. Bamberger & Co., Newark, | 7 | " |
| Batterman & Co., Brooklyn, | 7 | " |

Acker, Merrill & Condit, Henry Maillard, Sheffield Farms, Willow Brook Dairy and Coca Cola Bottling Co. are other well known users.

The Ward factory, almost within city limits, saves you freight, and assures you of instant service if you need it.

Our book, "Facing the Facts," is a clean-cut discussion of the delivery problem. It shows where to look for waste and inefficiency and how to cut costs. Write or phone our factory or local office for a copy, or see us at the Electric Truck Show.

WARD MOTOR VEHICLE COMPANY

Factory: Mt. Vernon, N. Y.
Telephone: Hillcrest 3700

Office: Grand Central Terminal Bldg.
Telephone: Vanderbilt 2396

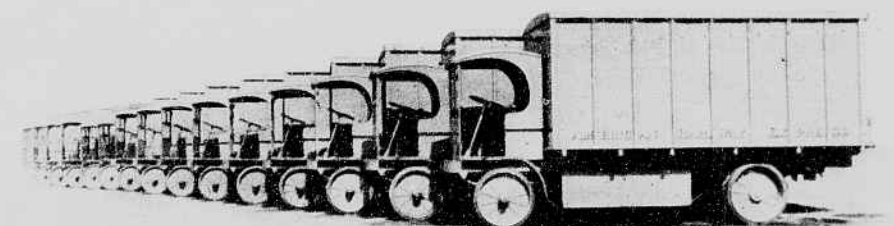
Walker Electric Trucks Lowest Trucking Cost

Right here in New York these leading concerns are using more and more Walker Electric Trucks, because facts, figures and experience prove that Walkers actually give lowest trucking cost in city work. Ask them—then call us.

A Walker Electric Truck is now being exhibited at the Electric Automobile and Truck Show, New York Edison Show Rooms, 15th St. and Irving Place. The Show closes April 15th.

Walker Vehicle Company

America's Largest Manufacturers of Electric Trucks
3709 Grand Central Terminal Phone: Murray Hill 5340



One of the American Railway Express Co.'s
Fleets of Walker Electric Trucks